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1. A communication control apparatus for
controlling multipoint communication performed using a
plurality of communication apparatuses connected via a
5 communication line, comprising:

a control means for controlling communication
so as to transmit signals received from said plurality of
communication apparatuses and a signal for providing
predetermined advertising information to said plurality
10 of communication apparatuses.

2. A communication control apparatus as set forth
in claim 1, wherein said control means controls
communication so that said communication apparatuses
display images in accordance with the signals received
15 from said plurality of communication apparatuses and an
image in accordance with the signal for providing said
predetermined advertising information on one screen.

3. A communication control apparatus as set forth
in claim 1, wherein said control means determines the
20 type of advertising information to be provided in
accordance with an instruction from a communication
apparatus and controls communication so as to transmit a
signal for providing the determined type of said
advertising information to said communication

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apparatuses.

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4. A communication control apparatus as set forth
in claim 3, wherein said control means assigns a
predetermined selection right to a communication
apparatus and allows said communication apparatus
5 assigned the selection right to give said instruction.

5. A communication control apparatus as set forth
in claim 4, wherein said control means changes said
communication apparatus assigned said selection right in
accordance with a request from a communication apparatus.

10 6. A communication control apparatus as set forth
in claim 4, wherein said control means transmits a signal
for a display for specifying said communication apparatus
assigned said selection right to said plurality of
communication apparatuses.

15 7. A communication control apparatus as set forth
in claim 1, wherein said control means determines whether
or not to transmit a signal for providing said
advertising information in accordance with an instruction
from a communication apparatus.

20 8. A communication control apparatus as set forth
in claim 1, wherein said signals received from the
communication apparatuses are signals for displaying
faces of users of the communication apparatuses.

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9. A communication control apparatus as set forth
in claim 8, wherein said control means controls

communication so that a communication apparatus displays
a second image in accordance with said predetermined
advertising information larger compared with first images
in accordance with signals received from said plurality
of communication apparatuses.

10. A communication control apparatus as set forth
in claim 9, wherein said control means controls
communication so that said second image is displayed
below said first images in a display screen of said
communication apparatus.

11. (Amended) A communication control apparatus as set forth in claim 1 further comprising
a charging means for determining fees to be charged to users of said communication apparatuses

for use of said multipoint communication in accordance with provision of said advertising
information.

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12. A communication control apparatus as set forth
in claim 1, wherein said control means controls
communication so as to transmit sound signals received
from said plurality of communication apparatuses to said
20 plurality of communication apparatuses.

13. A communication control apparatus for
controlling multipoint communication performed using a
plurality of communication apparatuses connected via
communication lines, comprising
25 a control means for controlling communication

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so as to transmit signals received from said plurality of communication apparatuses and a content signal specified by a communication apparatus to said plurality of communication apparatuses.

5 14. A communication control apparatus as set forth in claim 13, wherein said control means controls communication so that said communication apparatuses display images in accordance with the signals received from said plurality of communication apparatuses and an
10 image in accordance with said content signal on one screen.

 15. A communication control apparatus as set forth in claim 13, wherein said control means assigns a predetermined selection right to a communication
15 apparatus and allows said communication apparatus assigned the selection right to designate said content signal.

 16. A communication control apparatus as set forth in claim 15, wherein said control means changes said
20 communication apparatus assigned said selection right in accordance with a request from a communication apparatus.

 17. A communication control apparatus as set forth in claim 15, wherein said control means transmits a signal for a display for specifying said communication

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5 apparatus assigned said selection right to said plurality

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of communication apparatuses.

18. A communication control apparatus as set forth
in claim 13, wherein the signals received from said
communication apparatuses are signals for displaying
5 faces of users of the communication apparatuses.

19. A communication control apparatus as set forth
in claim 13, wherein said control means controls
communication so as to transmit sound signals received
from said plurality of communication apparatuses to said
10 plurality of communication apparatuses.

20. A communication control apparatus as set forth
in claim 19, wherein, when the signals received from said
plurality of communication apparatuses are sound signals,
said control means recognizes sounds indicated by the
15 sound signals and controls communication so as to
transmit signals indicating the recognized sounds by text
to said plurality of communication apparatuses.

21. A communication control apparatus for
transmitting signals for displaying images to a
20 communication apparatus, comprising a control means for
transmitting to said communication apparatus information
for controlling communication so as to display a
plurality of images at positions on a screen of a display
means of said communication apparatus corresponding to an

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25 arrangement of a plurality of operation buttons of an

operation means of said communication apparatus and
signals for displaying said plurality of images.

22. A communication control apparatus as set forth
in claim 21, wherein, when receiving an operation signal
5 of an operation button of said communication apparatus,
said control means transmits to said communication
apparatus an image relating to an image corresponding to
said operation button specified by the operation signal.

23. A communication control apparatus as set forth
10 in claim 21, wherein said control means controls
communication so that information indicating
correspondence of said plurality of operation buttons and
said plurality of images is displayed on said display
means of said communication apparatus.

15 24. A communication control apparatus as set forth
in claim 21, wherein said control means controls
multipoint communication performed using a plurality of
communication apparatuses connected via communication
lines.

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- 20 25. A communication apparatus for multipoint
communication with a plurality of other communication
apparatuses via communication lines, comprising:
a receiving means for receiving first signals
transmitted by said plurality of other communication
25 apparatuses and a second signal indicating predetermined

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advertising information and

a signal processing means for processing for
simultaneously displaying images in accordance with said
first signals and an image in accordance with said second
5 signal.

26. A communication apparatus for multipoint
communication with a plurality of other communication
apparatuses via communication lines, comprising:

a receiving means for receiving first signals
10 transmitted by said other plurality of communication
apparatuses and a second signal of a content designated
by said communication apparatus;

a display means; and

a signal processing means for simultaneously
15 displaying by said display means images in accordance
with said first signals and an image in accordance with
said second signal.

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27. A communication control apparatus, comprising:
- a receiving means for receiving signals of a
 - 3 plurality of images together with display position
 - instruction information;
 - an operation means comprising a plurality of
 - operation buttons;
 - a display means; and
 - 5 a signal processing means for signal processing

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so that said plurality of images are displayed at positions on a screen of said display means corresponding to an arrangement of said plurality of operation buttons based on said display position instruction information.

5 28. A communication control apparatus as set forth in claim 27, wherein said signal processing means displays information indicating correspondence of said plurality of operation buttons and said plurality of images on said display means based on said display position instruction information.

10

29. A communication system for multipoint communication using a plurality of communication apparatuses via communication lines under control by a communication control apparatus, wherein:

15 said communication control apparatus comprises a control means for controlling communication so as to transmit first signals received from said plurality of communication apparatuses and a second signal for providing predetermined advertising information to said plurality of communication apparatuses; and

20

 said communication apparatus comprises

 a display means and

 a signal processing means for processing so as to display images in accordance with said first

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15 signals and an image in accordance with said second

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signal on one screen by a display means.

30. A communication system for multipoint communication using a plurality of communication apparatuses via communication lines under control by a communication control apparatus, wherein:

said communication control apparatus comprises a control means for controlling communication so as to transmit first signals received from said plurality of communication apparatuses and a second signal of a content designated by said communication apparatus to said plurality of communication apparatuses; and

said communication apparatus comprises a display means and a signal processing means for processing so as to display images in accordance with said first signals and an image in accordance with said second signal on one screen by a display means.

31. A communication system for multipoint communication using a plurality of communication apparatuses via communication lines under control by a communication control apparatus, wherein:

said communication control apparatus comprises a control means for transmitting display position instruction information and signals of a plurality of

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5 images to said communication apparatus; and

said communication apparatus comprises

an operation means comprising a plurality
of operation buttons;

a display means; and

5 a signal processing means for signal
processing so as to display said plurality of images in
accordance with signals received from said communication
control apparatus at positions on a screen of said
display means corresponding to an arrangement of said
10 plurality of operation buttons based on said display
position instruction information received from said
communication control apparatus.

32. A communication method for controlling
multipoint communication using a plurality of
15 communication apparatuses connected via communication
lines, including the step of

controlling communication so as to transmit
signals received from said plurality of communication
apparatuses and a signal for providing predetermined
20 advertising information to said plurality of
communication apparatuses.

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33. A communication method as set forth in claim
32, including the step of controlling communication so
that said communication apparatuses display images in
25 accordance with signals received from said plurality of

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communication apparatuses and an image in accordance with the signal for providing said predetermined advertising information on one screen.

34. A communication method as set forth in claim
5 32, including the steps of determining a type of said advertising information to be provided in accordance with an instruction from a communication apparatus and controlling communication so that a signal for providing said advertising information of the determined kind is
10 transmitted to said communication apparatuses.

35. A communication method as set forth in claim
34, including the steps of assigning a predetermined selection right to a communication apparatus and allowing that communication apparatus assigned the selection right
15 to give said instruction.

36. A communication method as set forth in claim
35, including the step of changing said communication apparatus assigned said selection right in accordance with a request from a communication apparatus.

20 37. A communication method as set forth in claim
35, including the step of transmitting a signal for display for specifying said communication apparatus assigned said selection right to said plurality of communication apparatuses.

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32, including the step of determining whether or not to transmit a signal for providing said advertising information in accordance with an instruction from a communication apparatus.

5 39. A communication method as set forth in claim 32, wherein the signals received from said communication apparatuses are signals for displaying faces of users of the communication apparatuses.

40. A communication method as set forth in claim
10 39, including the step of controlling communication so that said communication apparatuses display a second image in accordance with said predetermined advertising information larger than first images in accordance with signals received from said plurality of communication
15 apparatuses.

41. A communication method as set forth in claim
40, including the step of controlling communication so that said second image is displayed below said first
images in a display screen of said communication
20 apparatus.

42. A communication method as set forth in claim
32, including the step of determining fees to be charged to users of said communication apparatuses for use of said multipoint communication in accordance with

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25 provision of said advertising information.

43. A communication method as set forth in claim
32, including the step of controlling communication so as
to transmit sound signals received from said plurality of
communication apparatuses to said plurality of
5 communication apparatuses.

44. A communication method for controlling
multipoint communication using a plurality of
communication apparatuses connected via communication
lines, including the step of
10 controlling communication so as to transmit
signals received from said plurality of communication
apparatuses and a content signal designated by a
communication apparatus to said plurality of
communication apparatuses.

15 45. A communication method as set forth in claim
44, including the step of controlling communication so
that said communication apparatuses display images in
accordance with signals received from said plurality of
communication apparatuses and an image in accordance with
20 said content signal on one screen.

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46. A communication method as set forth in claim 44, including the step of assigning a predetermined selection right to a communication apparatus and allowing that communication apparatus assigned the selection right to designate said content signal.

47. A communication method as set forth in claim 46, including the step of changing said communication apparatus assigned said selection right in accordance with a request from said communication apparatus.

48. A communication method as set forth in claim 46, including the step of transmitting a signal for display for specifying said communication apparatus assigned said selection right to said plurality of communication apparatuses.

49. A communication method as set forth in claim 44, wherein the signals received from said communication apparatuses are signals for displaying faces of users of the communication apparatuses.

50. A communication method as set forth in claim 44, including the step of controlling communication so as to transmit sound signals received from said plurality of communication apparatuses to said plurality of communication apparatuses.

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51. A communication method as set forth in claim
20 50, including the step of, when the signals received from
said plurality of communication apparatuses are sound
signals, recognizing sounds indicated by the sound
signals and controlling communication so as to transmit
signals indicating the recognized sounds by text to said
25 plurality of communication apparatuses.

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52. A communication method for transmitting a signal for displaying an image to a communication apparatus, including the step of transmitting to said communication apparatus information for controlling
5 communication so as to display a plurality of images at positions on a screen of a display means of said communication apparatus corresponding to an arrangement of a plurality of operation buttons of an operation means of said communication apparatus and signals for
10 displaying said plurality of images.

53. A communication method as set forth in claim 52, including the step of, when receiving an operation signal of an operation button of said communication apparatus, transmitting to said communication apparatus
15 an image relating to an image corresponding to said operation button specified by the operation signal.

54. A communication method as set forth in claim 52, including the step of controlling communication so as to display information indicating correspondence of said
20 plurality of operation buttons and said plurality of images on said display means of said communication apparatus.

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55. A communication method as set forth in claim
52, including the step of controlling multipoint
25 communication using a plurality of communication

apparatuses connected via communication lines.

56. A communication control apparatus for
controlling multipoint communication using a plurality of
communication apparatuses connected via communication
5 line, comprising

a control means for controlling communication
so as to transmit first signals indicating pickup results
of faces of users of the communication apparatuses
received from said plurality of communication apparatuses
10 and second signals indicating pickup results in the
directions of the users' perspectives to said plurality
of communication apparatuses.

57. A communication control apparatus as set forth
in claim 56, wherein

15 said control means controls communication so
that first images in accordance with said first signals
and second images in accordance with said second signals
are displayed in correspondence on one screen by said
display means of said communication apparatus.

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20 58. A communication apparatus for multipoint
communication with a plurality of other communication
apparatuses via communication lines, comprising:
 a receiving means for receiving signals;
 a display means for display in accordance with
25 said received signals;

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a first image pickup means for picking up an image of a face of a user of the communication apparatus;

a second image pickup means for picking up an image in the direction of said user's perspective; and

5 a transmission means for transmitting signals indicating the image pickup results of said first image pickup means and said second image pickup means.

59. A communication apparatus as set forth in claim 58, wherein said display means displays first images in
10 accordance with image pickup results of faces of users of said plurality of other communication apparatuses and second images in accordance with image pickup results in the directions of the users' perspectives.

60. A communication apparatus as set forth in claim 15 59, wherein said display means displays said first images and said second images in correspondence on one screen.

61. A communication method for controlling
multipoint communication using a plurality of
communication apparatuses connected via communication
20 lines,

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including the step of controlling communication
so as to transmit first signals indicating image pickup
results of faces of users of the communication
apparatuses received from said plurality of communication
25 apparatuses and second signals indicating image pickup

results in the directions of the users' perspectives to
said plurality of communication apparatuses.

62. A communication method as set forth in claim
61, including the step of controlling communication so
5 that first images in accordance with said first signals
and second images in accordance with said second signals
are displayed in correspondence on one screen in said
display means of said communication apparatuses.